

FOCUS ON YOUR PRIORITIES WITH "ANNUAL REPORT ONLINE"

The information you want, when you want it, is available at "Annual Report Online."

Rocklin residents can now customize their own Annual Report any time and from the comfort of their own home or office. Linked with the City's website, "Annual Report Online" provides easy access to the most up-to-date information on a variety of City services. The website is continuously updated to keep residents informed and involved with City activities.

ROCKLIN'S KEY ADVANTAGES

- #1 Ranked Regional Median Household Income
- #1 Ranked Regional Development Permitting Service
- #2 Ranked Lowest Regional Crime Rate
- #2 Ranked Regional School District
- Rated by Kosmont as a "Low Cost of Doing Business City"
- Lowest wastewater service rates in Placer County

Rocklin... Business Performance Delivered!



Rocklin City Council 916.625.5560

Kathy Lund, Mayor; Brett Storey, Vice Mayor; Peter Hill, Councilmember;
George Magnuson, Councilmember; Scott Yuill, Councilmember

COMING INTO FOCUS

A NEW ROCKLIN IS TAKING SHAPE



2007-2008

Annual Report to
the Community

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A MESSAGE FROM CITY MANAGER CARLOS URRUTIA

Thank you for reviewing Rocklin's 2007-2008 Annual Report to the Community. The City Council and staff work hard to provide useful information that suits Rocklin residents' unique interests and priorities. That is why we have launched "Annual Report Online" where residents can access all the information they want through a few simple mouse clicks. We encourage all residents to take advantage of "Annual Report Online" and believe this new format will best meet the needs of our community.

The Vision Comes Into Focus

Decades ago, Rocklin leaders had a vision for the City. Prosperity would be founded upon well-planned housing, a vibrant economic base, quality schools, environmental and open-space protection and exceptional community services and facilities.

Today, the last new major residential communities are taking shape, and City leaders have made growing Rocklin's economy the top priority. New businesses and quality jobs will provide revenues that can sustain the provision of first-class City services.

Focus on...Environmental Leadership

"Pacific Gas and Electric Company commends the City of Rocklin for being at the forefront in becoming a sustainable community. From installing a solar facility atop its police station to encouraging green building design in new construction, the City has proven its commitment to renewable power generation and energy efficiency. In fact, Rocklin is the first municipality in California to enroll in PG&E's ClimateSmart program – our groundbreaking program that enables customers to offset the carbon footprint of their energy use. Where Rocklin is leading, we hope other communities follow."



Rocklin Police Department is Solar Powered

Rocklin's state-of-the-art police station is also one of the City's most energy efficient buildings. Four structures, comprised of 536 solar modules, providing clean, consistent, renewable energy, have decreased utility costs by almost 40 percent. In fact, during the month of May, solar technology helped deliver more than 43 percent of the building's total energy usage.

County Hails Rocklin's Urban Forest Initiative

Placer County District 2 Supervisor Robert Weygandt presented an official commendation to the City of Rocklin for its tremendous success in preserving open space and the area's environmental landscape. Between 1952 and 2003, as the City was developing, tree canopy coverage increased by 63 percent, from 11 percent to 18 percent overall. The Placer County Board of Supervisors went on record to support the City of Rocklin's aggressive protection of existing oaks and encouraging growth of new trees.

How is Rocklin Changing?

- The City will reach "build out" condition by 2015. Residential building will slow, and the City's geographic boundaries will not expand.
- Reliance on residential growth will slow as the City matures and major revenue streams, such as property taxes, will transition from a growth rate of 10 percent per year to 5 to 6 percent annual growth.
- Commercial and non-residential building will increase, providing a new and important source of municipal revenue.



The City wants to acknowledge former Councilmember Ken Yorde for his leadership and efforts to protect Rocklin's urban forest.



COMING INTO FOCUS 2007-2008 ANNUAL REPORT TO THE COMMUNITY

Focus on...People, Parks and Programs

Whether residents are young or just "young at heart," Rocklin's Community Services and Facilities Department offers activities to meet the needs of the City's diverse population. From the City of Rocklin's preschool to senior programs – and everything in between – residents can access community and neighborhood parks, a variety of classes and other entertainment and recreational opportunities.



Looking for the nearest park to have a picnic or play softball? Search Rocklin's Parks online, choose the features you want, and view a list of parks with the features you desire at www.rocklin.ca.us/ParkFinder.

Recently Completed 2007 Parks and Facilities

- Corral-Alva Neighborhood Park Phase 1, completed in September and now open.

To Be Completed in 2008:

- Gayaldo Neighborhood Park Phase I
- Pebble Creek Park picnic area with shade cover and pathway extensions
- Twin Oaks Park water play area and shaded picnic areas
- Whitney Community Park Phase I, including four baseball fields, two soccer fields, two playgrounds, restroom, water play area, and significant pathways to open in early 2008
- Off-leash dog area

Rocklin office scene is hot as Opus plans second project.

Sacramento Business Journal – January, 2007

Economic Development Highlights

- Millions in revenue are generated each year, thanks to upscale retailers on Granite Drive's "Toy Row" which is home to Harley Davidson, Porsche, Land Rover, and a new Mercedes Benz dealership which is currently under construction.

- 1.2 million square feet of commercial property is planned to surround the new Sierra College Blvd./I-80 Interchange, including home improvement stores, a movie theater, various restaurants and hotels which will add millions in municipal revenues and hundreds of new jobs.

- Fulcrum Properties has broken ground on a Class "A" office building which will include such tenants as Catholic Healthcare West and U.C. Davis Primary Health Systems.

- *The Sacramento Business Journal* reported in late 2006 that there was more office space under construction in Rocklin than any other sub-market in the Sacramento region. When completed, this will bring hundreds of additional jobs to the City.

Focus on...the Economy

Residential construction has contributed greatly to Rocklin's economy, creating jobs, revenues and providing homeownership opportunities for residents. The City does not plan to expand beyond its current General Plan established borders. The focus has shifted today from new houses to new businesses that will provide jobs and revenues for the community.

Competition for economic investment is fierce, not just among states, but even among local jurisdictions.



Opus Class "A" Office Building

Rocklin distinguished itself according to the *Sacramento Business Journal's* published survey which ranked the City first in the Sacramento region in terms of the development permitting process.

City officials have focused on attracting upscale retailers and providing the finest commercial office space. Combined with the City's outstanding workforce, Rocklin, in a very short time, is building an economy that will support residents' needs and public services for generations to come.



Toy Row growing: More upscale retailers flock to Rocklin's version of a miracle mile.

Sacramento Bee – June, 2007